



THIS IS EASING YOUR STUDENTS' PAYMENT PROCESS WHEN ENROLLING ABROAD



Choosing where to study abroad and going through the payment process when enrolling can be a daunting experience for students. The role of agents in guiding them through this process is crucial. By making students aware of a university-driven payment platform chosen for its simplicity of use and reliability, can help you improve student satisfaction but also increase your conversion rate and shorten your acquisition cycle.

Having worked with more than 400 of the world's most recognised universities and education providers, we understand the challenges education institutions and international students face when it comes to managing their payments from abroad.

To help students, agents, and educational institutions overcome these challenges, Western Union Business Solutions has created a unique payments platform that has become the trusted international student payment method of choice of some of the most prestigious institutions of higher learning across Australia, Canada, the United Kingdom, the United States and Singapore.

Your students will be in a better position to complete their enrolment process as they will have peace of mind that their payment will be received by their chosen university without problems.

Western Union Business Solutions snapshot

- Specialist in international payments and Foreign Exchange
- International payments solutions for Education Institutions
- Global footprint in over 35 countries – including India and China
- Expertise in worldwide financial regulations
- Dedicated student support
- Advice and assistance for agents and institutions

Western Union snapshot

- A Fortune 500 company
- Operates in over 200 countries and territories
- Over 135 years of money transfers
- 130+ available currencies
- Solid financial strength
- Strong credit rating



moving money for better

business.westernunion.co.uk/education

Why WU[®] GlobalPay for Students is the best method of payment for your students

An efficient, easy-to-use service

The WU[®] GlobalPay for Students is a web-based application that facilitates online international payments by bank transfer or credit card in the student's local currency, while the university receives their payments in GBP, in full, with correct and complete reference information attached. Students benefit from a fast and reliable payment option chosen and trusted by their university, ensuring payments are posted to the student's account quickly.

GlobalPay for Students is backed by our student services team, which works directly with the client institution's international student office. Through a dedicated hotline and email address, this team assists international students and agents, in addition to handling all reporting and settlement enquiries from the institution.

Agent benefits

- Helps complete the sales process
- Enhances your brand reputation
- Improves the student experience by managing the payment process for them
- Enhance your relationship with the education provider

Student benefits

- Bank transfer and Visa/MasterCard credit card payment options for China and India.
- Payments can be made in local currency
- Dedicated student support
- Simple online payment platform is accessible 24/7
- Faster receipt of certificate of enrolment
- Help reduce lost payments
- Eliminates short payments, so students don't need to make multiple payments
- No transactions charges from Western Union Business Solutions or the education provider.

University benefits

- Institution receives payment in full
- Reduces processing costs for everyone involved
- Improves accuracy when reconciling payments to student accounts
- Integrates reconciliation reporting
- Simple online interface uses university's branding

Pain points for university (international office) staff when processing payments

Time spent investigating payments	62%
Payments received with no reference or an incorrect reference	53%
Delayed payments	43%
Frustrating experiences dealing with banks and/or support provided by banks	43%
Payments received in the wrong amount (short)	41%
Payments not received	18%

What students want from a payment process

Ability to pay in their local currency	82%
On-time payments	79%
No transaction charges	78%
Dedicated student support	72%

Source: 2013, International Student Fee Pricing and University Reputation independent research.

For more information please contact us:

Western Union Business Solutions

Tel: 44 (0)1733 871871

Email: education@westernunion.com



moving money for better

business.westernunion.co.uk/education

© 2015 Western Union Holdings, Inc. All rights reserved.

Western Union Business Solutions is a division of The Western Union Company. Western Union Business Solutions (UK) Limited (registered in England, Company Number 02854737, Registered Office Address: 12 Appold Street, London, EC2A 2AW) is authorised by the Financial Conduct Authority under the Payment Services Regulations 2009 (Register Reference: 536611) for the provision of payment services and is registered as an MSB with HM Revenue & Customs (Registered No: 12122416).

Western Union Business Solutions accepts payments and provides foreign exchange services on behalf of its educational institution clients and not as a payment service provider for student payors.

This brochure has been prepared solely for informational purposes and does not in any way create any binding obligations on either party. Relations between you and WUBS shall be governed by the applicable terms and conditions. No representations, warranties or conditions of any kind, express or implied, are made in this brochure.